



# CARNIVAL UK

## Job Description

Job Title :	Brand Planning Senior Executive, Cunard
Department :	Cunard Marketing
Reporting to (Job Title) :	Brand Planning Manager, Cunard
No of Direct Reports :	None
Titles of Direct Reports:	N/A
Size of Department:	50+
Budget Responsibility (direct) :	£N/A
Revenue Responsibility (direct) :	£300m globally
Date of issue:	June 2016
Issued by (name):	Angus Struthers

### Overall Purpose of Role:

The Cunard Planning function's purpose is to support the brand to deliver its commercial targets through effective planning of Marketing and Sales activity in order to maximise Revenue, Brand influence and marketing effectiveness across all key markets

Reporting to the Cunard Brand Planning Manager the **Executive** role is responsible for ensuring comprehensive activity plans are in place to meet both strategic and tactical deliverables across our Sales channels.

### Main Activities and Responsibilities

#### Strategic Leadership

- To work with the Brand Planning Manager by effectively contributing to and enabling the delivery of the Commercial strategy for Cunard across all drivers of demand creation, with specific focus on UK sales channels.
- Co-ordinate the documenting of activity plans in all key markets, with an integrated role in the development of the UK plans. Rooted in insight, these will cover all drivers of demand creation including pricing, promotion and marketing communications, across all sales channels.

- Activity plans will cover all phases of the booking curve, from the launch of new programmes, ensuring appropriate targeting and ambition for each market and that all plans are delivered within budget.
- Contribute to, manage and drive delivery of a strategic sales plan across all programmes, for all sales channels in conjunction with marketing, commercial and finance teams for Cunard.
- Encompass both strategic and tactical requirements in the sales plan, including forward planning and project management of the launch of new programmes and core campaigns, as well as the successful communication and deployment of strategic consumer dynamics and late tactical offers.
- Work with the VP of Sales P&O Cruises/Cunard and the heads of each area within the Sales, as well VP Contact Centre Operations and Head of Digital to coordinate collaboratively in order to deliver integrated, insight driven, cost effective activity across all sales channels in accordance with brand requirements to meet forecast passenger and revenue (OLBD) numbers.
- Communicate sales activity plans across the Sales & Marketing teams and prepare communication for wider audiences within the business as required. Work with Commercial and Finance teams to ensure activity is included in other forms of communication where relevant and is accurate and fit for purpose.
- Ensure that performance reporting is at the heart of the plans. Continually ensure spend and activity is accurate and efficient in delivering the passenger mix.
- Work on the activity plans for Cunard, ensuring the UK Sales activity encompasses each of our sales channels (travel agent, contact centre, new business and onboard sales).

#### **Cost Management**

- To ensure that the activity plans in place deliver the Commercial targets of the business at required net ticketed revenue and yield expectations.
- To work with each sales channel to ensure that the cost of sale is managed appropriately and in line with our strategy.  
Working closely with Finance business partners to ensure effective tracking and reporting is in-place to measure success and plan with increasing effectiveness for the future.

#### **Customer Responsibilities (Internal & External Customers)**

- Work collaboratively with various different internal groups and stakeholders across the business, including Revenue Management, Strategic Pricing, Finance, Insights, Sales and Marketing teams. To be able to proactively communicate updates to the wider business via key stakeholder group.
- Support and influence other colleagues and business stakeholders to ensure objectives are met through working collaboratively as a team.
- Ensure that all relevant internal and external stakeholders have visibility of communication plans to achieve buy in and seamless integration.
- Ensure the Cunard guest is at the heart of decision making.

#### **Professional Responsibilities**

- Facilitation of meetings that include technical elements such as launch planning meetings which involve system and web requirements of those areas of the business.
- Project management processes.
- Professionally coordinate large scale activity plans across numerous sales channels into user friendly data that can be used for internal communication, activity proposals and sales updates.

### **HESS Responsibilities**

- Lead by example by taking care of the health and safety of yourself and others
- Report all accidents, 'near miss' incidents and work related ill health conditions to your manager/supervisor/team leader
- Follow safety rules and procedures
- Use work equipment, personal protective equipment, substances, and safety devices correctly
- Take part in safety training & risk assessments and suggest ways of reducing risks
- Appoint shore side risk assessment Subject Matter Expert's as required to review and approve ship risk assessments
- Actively promote safe working within your team and encourage safe behaviours
- Demonstrate safety leadership in accordance with our Elev8 safety behaviours

### **General Responsibilities**

Adheres to Corporate Policies and Procedures, including Code of Conduct, Audit Procedures and any control related responsibility for financial data entered, stored, or reported via business systems within employees control (list not exhaustive).

To undertake ad hoc duties as required.

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### **Other Features of Job (travel, hours of work, working conditions etc):**

- Travel within UK and Overseas as required
  - Attend meetings and industry functions as required
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**Location:** Southampton Offices

### Person Specification

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Department :	Cunard Marketing
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#### Education, Qualifications and Training

Essential:

- Degree or equivalent professional education

Desirable:

- Business Management
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#### Experience

Essential:

- Demonstrable experience within a commercial Planning role.
- Experience of operating and communicating at a senior level
- Demonstrable high calibre of analytical analysis
- Recent experience of marketing activity planning and tracking of integrated campaigns
- Experience of working in a collaborative role and ability to influence at a senior level
- Budget planning and forecasting experience
- Performance reporting and understanding
- Experience of report writing and business cases
- Experience working with budget review reports and cost of sale and return on investment.

Desirable:

- Travel, leisure or service related industry
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#### Work Based Competencies

Essential:

- Excellent communication and influencing skills
- Planning ability
- Analytical skills
- Budgetary control skills
- Numerical skills
- Project management skills
- Presentation skills
- Commercial understanding
- Strategic thinker



- Analytical and logical
- IT skills
- Excellent attention to detail

Desirable:

- Ability to manage conflicting demands on time and resources

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### **Behavioural Competencies**

Essential:

- Customer focus
- Enthusiastic, driven
- Creative thinker
- Organised
- Problem solver
- Good at building and maintaining relationships
- Team player, yet able to work on own initiative
- Good motivator
- Decision maker
- Approachable with “can do” attitude